

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 1

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHINESE AMERICAN EXPO	2/5-06	Mary Wong	Pomona, CA	\$10,500	100,000	- On-Site Store Sale Activities
Section 54	S = 10am-7pm	Marketing Manager	Pomona Fairplex	[1993-\$12,000]		- Name Generation/Kiosks
Region 5	Su = 10am-7pm	Chinese Consumer				- Major Brand Visibility via On-Site Banner/Signage Placement
Marlboro		Yellow Pages				- Store Sale Tent
		525 S. San Gabriel Blvd.				
		San Gabriel, CA 91776				
		818/285-7616				
Name Generation = 5,000						
Incentives = 400						
6 People						
9 Hours						
108 Hours						
		PM Contact - Jose Fontanez				
Fifth Year		Field Sales Contact - Rick Wilhelms				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				
LITTLE SAIGON TET FESTIVAL	2/11-13	Leo Unh Ngo	Westminster, CA	\$10,000	300,000	- Brand Ad in Program Journal
Section 54	F = 10am-11pm	President	Asian Village on	[1993-\$15,000]		- On-Site Store Sale Activities
Region 5	S = 10am-10pm	NGO & Associates	Bolsa Avenue			- Name Generation/Kiosks
Marlboro	Su = 10am-10pm	9353 Bolsa Avenue, Ste.KK29				- Major Brand Visibility via On-Site Banner/Signage Placement
		Westminster, CA 92683				- Store Sale Tent
		714/569-6235				
		714/840-2800 - Fax				
Name Generation = 5,000						
Incentives = 400						
8 People						
10 Hours						
240 Hours						
		PM Contact - Jose Fontanez				
Second Year		Field Sales Contact - Rick Wilhelms				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				

2040555137

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 2

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CALLE OCHO FESTIVAL Section 24 Region 2 Marlboro/Concert Name Generation = 15,000 Incentives = 2,200 35 People 8 Hours 335 Hours Eighth Year	3/13 Su = 10am-7pm Showtime: 12pm - 7 pm	Jose L. Marban Executive Director Kiwanis Club of Little Havana 1312 S.W. 27th Avenue Miami, FL 33145 305/644-8888 305/644-8693 - Fax	Miami, FL S.W. 8th Street between 4th & 8th Avenue	\$40,270 [1993-\$30,600]	1,700,000	- Marlboro Music Hispanic Concert - Supersite Stage Sponsorship - Name Generation/Kiosks - Co-sponsorship with Kraft General Foods, Miller Beer and Oscar Mayer - On-Site Store Sale Activities - Major Brand Visibility via On- Site Banner/Signage Placement - Retail Pack Promotion - Store Sale Tent
BLACK EXPO USA Section 31 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	3/19-20 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Memphis, TN	\$9,000	25,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On- Site Banner/Signage Placement - Store Sale Exhibit Booth

2040555138

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 3

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
FESTIVAL NORTENO	4/9-10	Fernando Favela	Phoenix, AZ	\$10,000	100,000	- On-Site Store Sale Activities
Section 52	S= 12pm-11pm	Vice President	Arizona State			- Name Generation/Kiosks
Region 5	Su= 12pm-8pm	Sales & Marketing	Fairgrounds			- Major Brand Visibility via On-Site Banner/Signage Placement
Marlboro		Continental Communications 6834 Hollywood Blvd. Suite 300 Los Angeles, CA 90028 213/856-5153 213/464-2668 - Fax				- Store Sale Tent
Name Generation =						
Incentives =						
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell				
LA SEMANA ALEGRE	4/15-23	Bill Lee	San Antonio, TX	\$45,000	350,000	- On-Site Store Sales Activities
Section 36	F= 6pm-11pm	President	Joe Freeman	[1994-\$45,000]		- Name Generation/Kiosks
Region 3	S= 6pm-11pm	La Semana Alegre, Inc.	Coliseum and			- Major Brand Visibility via On-Site Banner/Placement
Marlboro	Su= 6pm-11pm	1719 Summerwood	Fairgrounds			- Store Sale Tent
	M= 6pm-11pm	San Antonio, TX 78232-2334				
Name Generation = 10,000	T= 6pm-11pm	210/494-9477 - Office				
Incentives =	W= 6pm-11pm	210/494-8687 - Home				
7 People	Th= 6pm-11pm	210/494-9673 - Hotline				
8 Hours		210/494-9673 - Fax				
511 Hours						
Eighth Year		PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

2040555139

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 4

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA	4/16-17	Jerry Roebuck	Atlanta, GA	\$9,000	50,000	- Brand Ad in Program Journal
Section 23	S = 11am-10pm	Chairman/Founder	Georgia World	[1993-\$5,600]		- Name Generation/Kiosks
Region 2	Su = 11am-9pm	Black Expo USA	Congress Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax				- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 3,000						- Store Sale Exhibit Booth
Incentives =						
6 People						
11 Hours						
132 Hours						
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
TEXAS LIVE	4/24	Stuart H. Dill	San Antonio, TX	\$10,000	50,000	- Name Generation/Kiosks
Section 36	S = 12pm-11pm	President	Hemisfair Park			- Store Sale Tent
Region 3		Refugee Managment Inc. 1025 16th Avenue South Suite 300 Nashville, TN 37212 615/329-1546 615/320-0387 - Fax				- On-Site Store Sale Activities
Benson & Hedges						- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation =						- Co-sponsorship with Miller Beer
Incentives =						
10 People						
12 Hours						
120 Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

2040555140

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 5

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LOS TEMERARIOS CONCERT/DANCE	4/30	Henry Cardenas	Chicago, IL	\$100,000	20,000	- Marlboro Music Hispanic Concert
Section 44	S= 7pm-2am	Cardenas/Fernandez	International			- Name Generation/Kiosks
Region 4		Associates Inc.	Amphitheater			- Major Brand Visibility via On-Site Banner/Placement
Marlboro/Concert	Showdate: 4/30	Chicago, IL 60610				- Retail Ticket Offer Program
	Showtime: 7pm	312/944-7272				
Name Generation =		312/944-7710 - Fax				
Incentives =						
20 People						
8 Hours						
160 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Lezlie Dawson				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				
TEJANO DAY FESTIVAL	5/1	Bernabe Somoza	Galveston, TX	\$3,500	30,000	- On-Site Store Sales Activities
Section 36	Su= 1pm-10pm	Anahuac Entertainment	Galveston County			- Name Generation/Kiosks
Region 3		Corporation	Fairgrounds			- Store Sale Tent
Marlboro		1900 West Loop South #885	Entertainment Arena			- Major Brand Visibility via On-Site Banner/Placement
		Houston, TX 77027				
		713/629-8590				
Name Generation =		713/629-4707 - Fax				
Incentives =						
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - John Love				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555141

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 6

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CINCO DE MAYO Section 35 Region 3 Marlboro Name Generation = Incentives = People Hours Hours First Year	5/1 Su= 12pm-6pm	Fernando Favela Vice President Sales & Marketing Continental Communications 6834 Hollywood Blvd. Suite 300 Los Angeles, CA 90028 213/856-5153 213/464-2668 - Fax	Albuquerque, NM Albuquerque Civic Plaza	\$5,000	50,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Store Sale Tent
L.A. FIESTA BROADWAY Section 54 Region 5 Marlboro/Concert Name Generation = 6,000 Incentives = 12 People 8 Hours 108 Hours Third Year	5/1 Su = 9am - 6pm Showtime: 12 noon - 6 pm	Peter Bellas CEO, Sales & Marketing All Access Entertainment 2130 Sawtelle Blvd. #307 Los Angeles, CA 90025 310/914-8315 310/914-8308 310/914-8310 - Fax	Los Angeles, CA Between Broadway & [1993-\$25,000] Olympic	\$25,000	800,000	- Marlboro Music Hispanic Concert - On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Co-sponsorship with Kraft General Foods and Oscar Mayer - Store Sale Tent
		PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
		PM Contact - Jose Fontanez Field Sales Contact - Rich Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell				

2040555142

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 7

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MEMPHIS IN MAY/BARBECUE	5/6-08	Deanie Parker	Memphis, TN	\$20,000	100,000	- Sponsorship of BBQ Cook-Off
Section 31	F = 4pm-11pm	Memphis in May	Beale Street	[1993-\$20,000]		- Name Generation/Kiosks
Region 3	S = 4pm-11pm	245 Wagner Street	Thom Lee Park			- Major Brand Visibility via On-Site Banner/Signage Placement
Marlboro	Su = 4pm-11pm	Memphis, TN 38103				- On-site Store Sale Activities
		901/525-4611				- Co-sponsorship with Kraft
		901/525-4686 - Fax				- Store Sale Tent
Name Generation = 5,000						
Incentives =						
6 People						
8 Hours						
150 Hours						
Sixth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Tony Johnson				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
EAST END FESTIVAL	5/7-08	Richard B. Faubion	Houston, TX	\$5,000	70,000	- On-Site Store Sale Activities
Section 36	S= 10am-7pm	President	Guadalupe Square			- Name Generation/Kiosks
Region 3	Su= 12pm-7pm	Rotary Club of Harris Burg				- Store Sale Tent
Marlboro		C/O Keith Distributing				- Major Brand Visibility via On-Site Banner/Signage Placement
		5401 Bell				- Co-sponsorship with Miller Beer
		Houston, TX 77023				
Name Generation =		713/923-2323				
Incentives =		713/923-4364 - Fax				
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - John Love				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555143

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 8

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA	5/14-15	Jerry Roebuck	Philadelphia, PA	\$9,000	40,000	- Brand Ad in Program Journal
Section 14	S = 11am-10pm	Chairman/Founder	Philadelphia Civic	[1993-\$5,600]		- Name Generation/Kiosks
Region 1	Su = 11am-9pm	Black Expo USA	Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center				- Major Brand Visibility via On-Site Banner/Signage Placement
		600 West Peachtree Street, N.W.				- Store Sale Tent
		Suite 400				
Name Generation = 3,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Pete Paoli				
		Trade Marketing Director - Rick King				
		Trade Marketing Promotion Manager - Joe Copeland				
BLACK EXPO USA	5/21-22	Jerry Roebuck	Houston, TX	\$9,000	40,000	- Brand Ad in Program Journal
Section 36	S = 11am-10pm	Chairman/Founder	George R. Brown	[1993-\$5,600]		- Name Generation/Kiosks
Region 3	Su = 11am - 9pm	Black Expo USA	Convention Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center				- Major Brand Visibility via On-Site Banner/Signage Placement
		600 West Peachtree Street, N.W.				- Store Sale Tent
		Suite 400				
Name Generation = 3,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - John Love				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555144

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 9

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CARNAVAL SAN FRANCISCO	5/28-29	Roberto Y. Hernandez	San Francisco, CA	\$15,000	400,000	- Name Generation/Kiosks
Section 53	S = 11am-7pm	President & CEO	Harrison Street			- Store Sale Tent
Region 5	Su = 11am-7pm	MECA	between 16th and			- On-Site Store Sales Activities
Marlboro		2899 24th Street	21st Streets			- Major Brand Visibility via On-Site Banner/Signage Placement
		San Francisco, CA 94110				
		415/826-1401				
Name Generation = 6,000		415/824-2242 - Fax				
Incentives =						
12 People						
8 Hours						
216 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Greg Kendall				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				
SUMMER LIGHTS FESTIVAL	6/2-05	Lisa D. Dean	Nashville, TN	\$25,000	400,000	- Major Stage Sponsorship
Section 23	Th= 5pm-12am	Corporate Account Manager	Downtown Nashville	[1993-\$25,000]		- Name Generation/Kiosks
Region 2	F= 11am-12am	Greater Nashville Arts				- On-Site Store Sale Activities
Marlboro	S= 12pm-12am	Foundation				- Major Brand Visibility via On-Site Banner/Signage Placement
	Su= 12pm-10pm	Summerlights				- Store Sale Tent
		400 Broadway - Ste 300				
Name Generation = 7,000		Nashville, TN 37203				
Incentives =		615/726-1875				
9 People		615/361-6359 - Fax				
8 Hours						
297 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Lance Jones				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

2040555145

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 10

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA	6/3-06	Jerry Roebuck	New York, NY	\$9,000	150,000	- Brand Ad in Program Journal
Section 13	F = 11am-10pm	Chairman/Founder	Jacob K. Javits	[1993-\$5,600]		- Name Generation/Kiosks
Region 1	S = 11am-9pm	Black Expo USA	Convention Center			- On-Site Store Sale Activities
Benson & Hedges	Su = 11am-10pm	One Georgia Center				- Major Brand Visibility via On-Site Banner/Signage Placement
	M = 11am-10pm	600 West Peachtree Street, N.W.				- Store Sale Tent
		Suite 400				
Name Generation = 5,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
198 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Alan Berlin				
		Trade Marketing Director - Rick King				
		Trade Marketing Promotion Manager - Joe Copeland				
MIAMI/BAHAMAS GOOMBAY	6/3-05	Billie Rolle	Miami, FL	\$15,000	375,000	- Name Generation/Kiosks
Section 24	F = 9am-7pm	Executive Director	Coconut Grove	[1993-\$14,000]		- Major Brand Visibility via On-Site Banner/Signage Placement
Region 2	S = 9am-7pm	Miami/Bahamas Goombay	Grand Avenue			- On-Site Store Sale Activities
Benson & Hedges	Su = 9am-7pm	555 NE 15th Street				- Store Sale Tent
		Miami, FL 33132				
		305/445-8292				
Name Generation = 5,000		305/372-9967 - Fax				
Incentives =						
6 People						
10 Hours						
120 Hours						
Eighth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Wade Lott				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

2040555146

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 11

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
OKLAHOMA CITY RED EARTH Section 33 Region 3 Marlboro	6/10-12 F= 10am-7pm S= 10am-7pm Su= 10am-7pm	Christy Alcott Event Director Oklahoma City Red Earth Inc P.O. Box 25866 Oklahoma City, OK 75125 405/427-5228 405/427-8079 - Fax	Oklahoma City, OK Myriad Convention Center	\$10,000 [1993-\$10,000]	160,000	- Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 9 Hours 168 Hours						
Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
116TH STREET FESTIVAL Section 13 Region 1 Marlboro	6/11 S= 12pm-9pm	Nick Lugo, Jr. President National Hispanic Impact Marketing 159 East 116th Street New York, NY 10029 212/289-3871 212/348-4469 - Fax	New York, NY Between 110th- 118th Streets and First to Park Avenue	\$10,000	100,000	- Name Generation/Kiosks - On-Site Banner/Signage - On-Site Store Sales Activities - Store Sale Tent
Name Generation = Incentives = People Hours Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

2040555147

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 12

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CARNAVAL LATINO	6/17-19	Nick Chetta	New Orleans, LA	\$15,000	150,000	- Name Generation/Kiosks
Section 32	F= Golf	Hispanic Heritage	SuperDome	[1993-\$15,000]		- Major Brand Visibility via On-Site Banner/Signage Placement
Region 3	S= 12pm-10pm	Foundation & City of New Orleans				- On-Site Store Sale Activities
Marlboro	Su= 12pm-10pm	612 Gravier Street				- Store Sale Tent
		New Orleans, LA 70112				
Name Generation = 5,000		504/486-6431				
Incentives =		504/488-8882-Office				
6 People		504/488-8977 - Fax				
8 Hours		John Cosgrove: 504/488-8882				
144 Hours						
	PM Contact - Jose Fontanez					
Fourth Year	Field Sales Contact - Wade Cashion					
	Trade Marketing Director - T.C. Richards					
	Trade Marketing Promotion Manager - Nick Camfield					
HISPANIC WEEK IN LAWRENCE	6/17-19	Alcides Diaz	Lawrence, MA	\$3,000	100,000	- Name Generation/Kiosks
Section 11	F= 6pm-12am	President	Champagne Commons	[1993-\$5,000]		- On-Site Signage/Banner Placement
Region 1	S= 11am-12am	Hispanic Week in Lawrence				- On-Site Store Sale Activities
Marlboro	Su= 1pm-11pm	P.O. Box 1142				- Store Sale Tent
		Lawrence, MA 01840				
		508/681-4905				
Name Generation = 5,000						
Incentives =						
6 People						
11 Hours						
168 Hours						
	PM Contact - Jose Fontanez					
Fourth Year	Field Sales Contact - Alan Berlin					
	Trade Marketing Director - Rick King					
	Trade Marketing Promotion Manager - Joe Copeland					

2040555148

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 13

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
JUNTEENTH FESTIVAL	6/18-19	Char Holland	Dallas, TX	\$5,000	50,000	- Name Generation/Kiosks
Section 35	S = 10am-10pm	Char Land Communication	Texas Stadium			- Store Sale Tent
Region 3	Su = 10am-10pm	2832 Grove View Drive				- On-Site Store Sale Activities
		Suite 167				- Major Brand Visibility via On-
Benson & Hedges		Dallas, TX 75233				Site Banner/Signage Placement
Name Generation =						
Incentives =						
6 People						
11 Hours						
132 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
BLACK EXPO USA	6/18-19	Jerry Roebuck	Cleveland, OH	\$9,000	40,000	- Brand Ad in Program Journal
Section 41	S = 11am-10pm	Chairman/Founder		[1993-\$5,600]		- Name Generation/Kiosks
Region 4	Su = 11am-9pm	Black Expo USA				- On-Site Store Sale Activities
		One Georgia Center				- Major Brand Visibility via On-
Benson & Hedges		600 West Peachtree Street, N.W.				Site Banner/Signage Placement
		Suite 400				- Store Sale Tent
Name Generation = 3,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
Third Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Tom Wilhelms				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				

2040555149

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 14

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 42 Region 4 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Second Year	6/25-26 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Gerry James Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Detroit, MI	\$9,000 [1993-\$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
FREEDOM WEEKEND ALOFT Section 22 Region 2 Marlboro Name Generation = 7,500 Incentives = 6 People 9 Hours 222 Hours Fourth Year	7/1-04 F= 3pm-11pm S= 6am-11pm Su= 12pm-11pm M= 6am-11pm	Keri Hall Event Director Freedom Weekend Aloft Inc. Park 1355 S. Main St. LL1 Greenville, SC 29601 803/232-3700 803/271-9339 - Fax PM Contact - Jose Fontanez Field Sales Contact - Robert Priddy Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Greenville, SC Donaldson Industry	\$10,000 [1993-\$10,000]	150,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Signage/Banner Placement - Sweepstake Activities - Store Sale Tent

0515550702

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 15

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
INDIANA BLACK EXPO	7/3-04	Rev. C.R. Williams	Indianapolis, IN	\$25,000 - Corp.	325,000	- Name Generation/Kiosks
Section 43	S = 10am-9pm	President	Hoosier Dome/Exhibit	Contribution		- Brand Ad in Program Journal
Region 4	M = 10am-9pm	Indiana Black Expo Inc.		[1993-\$20,000		- On-Site Store Sale Activities
Benson & Hedges		3130 Sutherland Avenue		Corp. Contr.;		- Retail Pack Promotion (TBD)
		Indianapolis, IN		\$65,000-Talent]		- Store Sale Tent
		317/925-2702				- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 7,000						
Incentives =						
8 People						
12 Hours						
168 Hours						
	PM Contact - Jose Fontanez					
Second Year	Field Sales Contact - Gary Salvato					
	Trade Marketing Director - Rick Bucciarelli					
	Trade Marketing Promotion Manager - Jim Braun					
CHICAGO BLACK EXPO	7/8-10	Rev. Bernard Taylor	Chicago, IL	\$5,000	100,000	- Name Generation/Kiosks
Section 44	F = 10am-9pm	333 N. Michigan Avenue	McCormick Expo Ctr	[1993-\$5,000]		- Brand Ad in Program Journal
Region 4	S = 10am-9pm	Suite 2121				- On-Site Store Sale Activities
	Su = 10am-9pm	Chicago, IL 60601				- Retail Pack Promotion
Benson & Hedges		312/201-1235				- Store Sale Tent
Name Generation = 3,000						
Incentives =						
6 People						
11 Hours						
204 Hours						
	PM Contact - Jose Fontanez					
Fifth Year	Field Sales Contact - Lezlie Dawson					
	Trade Marketing Director - Rick Bucciarelli					
	Trade Marketing Promotion Manager - Jim Braun					

1515555151

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 16

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
RUAN GREATER DES MOINES	7/8-10	Connie Klug, Mktg. Dir.	Des Moines, IA	\$7,500	100,000	- Brand Ad in Program Journal
Section 33	F= 11am-5pm	Greater Ruan Grand Prix	Downtown Des Moines	[1993-\$7,500]		- Name Generation/Kiosks
Region 3	S= 10am-6pm	2215 Ingersoll Avenue				- Major Brand Visibility Via On-Site Banner/Signage Placement
Marlboro	Su = 10am-6pm	Des Moines, IA 50312				- On-Site Store Sale Activities
		Contact-Tina Thompson				- Store Sale Tent
		515/243-5515				
Name Generation = 5,000						
Incentives =						
People						
Hours						
Hours						
Fourth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Steve Vasquez				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
CARNAVAL DE PATERSON	7/10	Nick Lugo Jr.	Paterson, NJ	\$10,000	100,000	- Name Generation/Kiosks
Section 13	Su= 12pm-9pm	President	Memorial Drive from	[1993-\$29,000]		- On-Site Banner/Signage
Region 1		National Hispanic Impact	Market Street to			- On-Site Store Sale Activities
Marlboro		Marketing	Broadway			- Store Sale Tent
		159 East 116th Street				
		New York, NY 10029				
Name Generation = 5,000		212/289-3871				
Incentives =		212/348-4469 - Fax				
6 People						
11 Hours						
72 Hours						
Second Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Alan Berlin				
		Trade Marketing Director - Rick King				
		Trade Marketing Promotion Manager - Joe Copeland				

2040555152

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 17

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC WORLDS FAIR	7/16-17	Daniel Ramos	New York, NY	\$30,000	150,000	- On-Site Store Sales Activities
Section 13	S= 12pm-12am	President	Jacob Javits	[1993-\$30,000]		- Name Generation/Kiosks
Region 1	Su= 12am-9pm	FMH Ramos Group	Convention Center			- On-Site Banner/Signage Placement
Marlboro		22 Elizabeth Avenue Teaneck, NJ 07666 201/837-0809				- Co-sponsorship with Kraft General Goods, Miller Beer and Oscar Mayer
Name Generation = 10,000						- Store Sale Tent
Incentives =						
10 People						
10 Hours						
210 Hours						
Thirteenth Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
VIVA MEXICO	7/20-21	Henry Cardenas	Chicago, IL	\$20,000	150,000	- Brand Ad in Journal
Section 44	W= 10am-10pm	Cardenas/Fernandez	Avery Field	[1993-\$20,000]		- Name Generation/Kiosks
Region 4	T= 10am-10pm	Associates Inc.				- On-Site Banner/Signage Placement
Marlboro		1254 North Wells Chicago, IL 60610 312/944-7272 312/944-7710 - Fax				- On-Site Store Sales Activities - Store Sale Tent
Name Generation = 7,500						
Incentives =						
6 People						
8 Hours						
102 Hours						
Eighth Year		PM Contact - Jose Fontanez Field Sales Contact - Lezlie Dawson Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun				

2040555153

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 18

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHEYENNE FRONTIER DAYS	7/22-31	Del Peterson	Cheyenne, WY	\$18,000	400,000	- On-Site Store Sales
Section 52	F= 11am-12am	Cheyenne Frontier Days	Cheyenne Frontier	[1993-\$18,000]		- Name Generation/Kiosks
Region 5	S= 11am-12am	P.O. Box 2477	Park			- On-Site Banner/Signage Placement
Marlboro	Su= 11am-12am	Cheyenne, WY				- Brand Ad in Journal
Name Generation = 15,000	M= 11am-12am	307/638-8592				- Major Rodeo Sponsorship Package
Incentives =	T= 11am-12am					- Store Sale Tent
6 People	W= 11am-12am					
8 Hours	Th= 11am-12am					
486 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Barry Anderson				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				
BLACK EXPO USA	7/23-24	Jerry Roebuck	Washington, D.C.	\$9,000	60,000	- Brand Ad in Program Journal
Section 21	S = 11am-10pm	Chairman/Founder	Washington D.C.	[1993-\$5,600]		- Name Generation/Kiosks
Region 2	Su = 11am-9pm	Black Expo USA	Convention Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center				- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 3,000		600 West Peachtree Street, N.W.				- Store Sale Tent
Incentives =		Suite 400				
6 People		Atlanta, GA 30308				
11 Hours		404/892-2815				
132 Hours		404/892-8612 - Fax				
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Terry Hanson				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

49155502

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 19

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 53 Region 5 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	7/30-31 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Greg Kendall Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Oakland, CA Oakland Convention Center	\$9,000 [1993-\$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
TEJANO SUPERFEST Section 36 Region 3 Marlboro Name Generation = 5,000 Incentives = 6 People 10 Hours 66 Hours Second Year	8/4 Su= 12pm-9pm	Bertha Perez BSP 3319 West Creek Missouri City, TX 77459 713/499-3803 PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Houston, TX Pasadena Club Fairgrounds	\$5,000 [1993-\$15,000]	100,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent

2040555155

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 20

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
WISCONSIN STATE FAIR	8/4-14	Mary Beth Carr	Milwaukee, WI	\$0 - Talent	600,000	- Marlboro Music Concert
Section 45	Th= 8am-11pm	Special Events Director		[1993-\$12,500]		- Name Generation/Kiosks
Region 4	F= 8am-11pm	Wisconsin State Fair Park				- On-Site Store Sales Activities
	S= 8am-11pm	Milwaukee/West Allis, WI				- On-Site Banner/Signage
Marlboro/Concert	Su= 8am-11pm	53214				Placement
	M= 8am-11pm	414/266-7000				- Brand Ad in Journal
Name Generation = 20,000	T= 8am-11pm					- Store Sale Tent
Incentives =	W= 8am-11pm					
6 People		Showdate: TBD				
10 Hours		Showtime: TBD				
606 Hours						
	PM Contact - Jose Fontanez					
Fourth Year	Field Sales Contact - Thomas McCarthy					
	Trade Marketing Director - Rick Bucciarelli					
	Trade Marketing Promotion Manager - Jim Braun					
WE COUNTRY MUSIC FESTIVAL	8/5-07	Jeffrey A. Krueger	Detroit Lakes, MN	\$25,000	100,000	- Brand Ad in Journal
Section 45	F= 10am-10pm	We Fest, Inc.	Soo Pass Ranch	[1993-\$25,000]		- Name Generation/Kiosks
Region 4	S= 10am-10pm	P.O. Box 1227				- On-Site Banner/Signage
	Su=10am-10pm	Detroit Lakes, MN 56501				Placement
Marlboro		218/847-1681				- On-Site Store Sales Activities
		218/847-0533				- Store Sale Tent
Name Generation = 7,500						
Incentives =						
6 People						
12 Hours						
222 Hours						
	PM Contact - Jose Fontanez					
Fifth Year	Field Sales Contact - Thomas McCarthy					
	Trade Marketing Director - Rick Bucciarelli					
	Trade Marketing Promotion Manager - Jim Braun					

2040555156

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 21

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PAN AMERICAN	8/6-07	Henry Cardenas	Chicago, IL	\$20,000	150,000	- Brand Ad in Program Journal
Section 44	S= 10am-10pm	Cardenas/Fernandez	Avery Field	[1993-\$75,000]		- On-Site Store Sales
Region 4	Su= 10am-10pm	Associates Inc.				- Name Generation/Kiosks
Marlboro		1254 North Weiss				- On-Site Banner/Signage
		Chicago, IL 60610				Placement
		312/944-7272				- Store Sale Tent
Name Generation = 7,500		312/944-7710 - Fax				
Incentives =						
6 People						
8 Hours						
102 Hours						
		PM Contact - Jose Fontanez				
Eighth Year		Field Sales Contact - Lezlie Dawson				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				
MEMPHIS BLUES FESTIVAL	8/13	Fred Jones	Memphis, TN	\$55,000	40,000	- Benson & Hedges Blues and
Section 31	S = 1pm-11pm	President	Tom Lee Park	[1993-\$10,000]		Blues and Rhythm Concert
Region 3		Summit Management				- Name Generation/Kiosks
		Corporation				- On-Site Store Sales Activities
Benson & Hedges/Concert	Showtime: 1pm -	555 Beale Street				- On-Site Signage/Placement
	11pm	Memphis, TN 38103				- Store Sale Tent
Name Generation = 3,000		901/526-9300				
Incentives =						
6 People						
8 Hours						
54 Hours						
		PM Contact - Jose Fontanez				
Fourth Year		Field Sales Contact - Tony Johnson				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555157

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 22

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MONTANA FAIR	8/13-20	Bill Chlesa, CFE	Billings, MO	\$75,000 - Talent	237,480	- Marlboro Music Concert
Section 51	S= 10am-10pm	General Manager	Metra Park			- On-Site Store Sales Activities
Region 5	Su= 10am-10pm	Metra Park				- Name Generation/Kiosks
	M= 10am-10pm	P.O. Box 2514				- Major Brand Visibility via On-
Marlboro/Concert	T= 10am-10pm	Billings, MT 59103				Site Banner/Signage Placement
	W= 10am-10pm	*UPS, Fed Ex Address				- Store Sale Tent
Name Generation =	Th= 10am-10pm	308 Sixth Avenue N.				
Incentives =	F= 10am-10pm	Billings, MT 59101				
6 People		406/256-2444	Showdates: 8/13-16			
12 Hours			Showtime: 6pm and 9pm			
576 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Mike Pfeil				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				
KENTUCKY STATE FAIR	8/18-28	Peg Harrigan	Louisville, KY	\$23,000	750,000	- Brand Ad in Program Journal
Section 43	Th= 10am-10pm	Kentucky State Fair		[1993-\$23,000]		- Name Generation/Kiosks
Region 4	F= 10am-10pm	937 Phillips Lane				- On-Site Store Sales Activities
	S= 10am-10pm	Louisville, KY 40209				- On-Site Banner/Signage
Marlboro	Su= 10am-10pm	502/367-5000				Placement
	M= 10am-10pm					- Store Sale Tent
Name Generation = 25,000	T= 10am-10pm					
Incentives =	W= 10am-10pm					
6 People						
8 Hours						
534 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Greg Salvato				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				

2040555158

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 23

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MISSOURI BLACK EXPO Section 31 Region 3 Benson & Hedges Name Generation = Incentives = 6 People 11 Hours 204 Hours First Year	8/19-21 F = 4pm-10pm S = 10pm-10pm Su = 12pm-8pm	Thomas R. Bailey, Jr. President Missouri Black Expo 5100 Oakland Avenue Suite 219 St. Louis, MO 63110 314/533-3435 314/727-0626 314/533-3211 - Fax PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	St. Louis, MO Convention Center at American Center	\$2,000	50,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sales Activities - On-Site Banner/Signage Placement
AFRICAN WORLD FESTIVAL Section 42 Region 4 Benson & Hedges Name Generation = 5,000 Incentives = 6 People 11 Hours 204 Hours Sixth Year	8/19-21 F = 12pm-11pm S = 12pm-11pm Su = 12pm-11pm	Jim Wyatt African World Festival 1553 W. Grand Blvd. Detroit, MI 48201 313/833-9800 PM Contact - Jose Fontanez Field Sales Contact - Gerry James Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Detroit, MI	\$20,000 [1993-\$20,000]	150,000	- Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

2040555159

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 24

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
COLORADO STATE FAIR	8/20-9/5	Jerry Robbe, CFE	Pueblo, CO	\$0 - Talent	1,054,040	- Marlboro Music Concert
Section 52	S= 12pm-11pm	Colorado State Fair	Fairgrounds			- On-Site Store Sales Activities
Region 5	Su= 12pm-11pm	Fairgrounds				- Name Generation/Kiosks
Marlboro/Concert	M= 12pm-11pm	Pueblo, CO 81004				- Major Brand Visibility Via
Name Generation =	T= 12pm-11pm	719/561-8484				Banner/Signage Placement
Incentives =	W= 12pm-11pm	719/561-0283 - Fax				- Store Sale Tent
6 People	Th= 12pm-11pm					
12 Hours	F= 12pm-11pm					
1,224 Hours	Showdate: TBD	Showtime: TBD				
First Year	PM Contact - Jose Fontanez					
	Field Sales Contact - Barry Anderson					
	Trade Marketing Director - Mary Schroeder					
	Trade Marketing Promotion Manager - Greg Dowell					
BLACK EXPO USA	8/27-28	Jerry Roebuck	Dallas, TX	\$9,000	30,000	- Brand Ad in Program Journal
Section 35	S = 11am-10pm	Chairman/Founder	Dallas Convention	{1993-\$5,600}		- Name Generation/Kiosks
Region 3	Su = 11am-9pm	Black Expo USA	Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center				- Major Brand Visibility via On-
		600 West Peachtree Street, N.W.				Site Banner/Signage Placement
		Suite 400				- Store Sale Tent
Name Generation = 3,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
Fifth Year	PM Contact - Jose Fontanez					
	Field Sales Contact - James Paddock					
	Trade Marketing Director - T.C. Richards					
	Trade Marketing Promotion Manager - Nick Camfield					

2040555160

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 25

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AFRICAN AMERICAN HERITAGE	8/31-9/4	Betty L. Washington	New Orleans, LA	\$10,000	150,000	- On-Site Store Sales Activities
Section 32	S= 2pm-11pm	African Heritage Foundation	Loyola Avenue and			- Name Generation/Kiosks
Region 3	Su= 2pm-11pm	1683 N. Claiborne Avenue	Gotham Plaza Downtown			- On-Site Banner/Signage Placement
Benson & Hedges		New Orleans, LA 70116				- Store Sale Tent
		504/949-5610				
		504/246-1365 - Fax				
Name Generation =						
Incentives =						
6 People						
11 Hours						
204 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Wade Cashion				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
FIESTA DE LAS FLORES	9/2-05	Ricardo N. Trevizo	El Paso, TX	\$15,000	150,000	- On-Site Store Sales Activities
Section 35	F= 12pm-11pm	President, Lulac 132	Hugo Meyer Field			- Name Generation/Kiosks
Region 3	S= 12pm-11pm	Fiesta De Las Flores	(Washington Park)			- Major Brand Visibility Via On-Site Banner/Signage Placement
Marlboro	Su= 12pm-11pm	4110 Alameda				- Co-sponsorship with Miller Beer and KGF
	M= 12pm-9pm	El Paso, TX 79905				
		915/542-3464				
Name Generation = 15,000						
Incentives =						
6 People						
10 Hours						
240 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

1915550402

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 26

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC FEST OF ELIZABETH	9/3-05	Mr. Mel Acosta	Elizabeth, NJ	\$20,000	350,000	- On-Site Store Sales Activities
Section 13	S= 12pm-10pm	President	Main Avenue between [1993-\$20000]			- Name Generation/Kiosks
Region 1	Su= 12pm-10pm	Melly Mel Productions	Madison & Passaic St			- On-Site Banner/Signage
Marlboro	M= 12pm-10pm	5A High Street Elizabeth, NJ 07202				Placement
Name Generation = 15,000		908/527-0687				- Store Sale Tent
Incentives =		908/527-0390-Fax				
6 People						
8 Hours						
150 Hours						
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
EL FIESTON	9/4	Peter Bellas, CEO	Rutherford, NJ	\$25,000	500,000	- On-Site Store Sales Activities
Section 13	S= 10am-6pm	Sales & Marketing	Meadowlands			- Name Generation/Kiosks
Region 1		All Access Entertainment				- Major Brand Visibility via On-
Marlboro		2130 Sawtelle Blvd. Suite 307				Site Banner/Placement
Name Generation =		Los Angeles, CA 90025				- Store Sale Tent
Incentives =		310/914-8315				
12 People		310/914-8308				
8 Hours		310/914-8310 - Fax				
108 Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

2040555162

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 27

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
TEJANO DAY FESTIVAL Section 36 Region 3 Marlboro Name Generation = Incentives = People Hours Hours First Year	9/4 Su= 1pm-12am	Bernabe Somoza Anahuac Entertainment Corporation 1900 West Loop South #885 Houston, TX 77027 713/629-8590 713/629-4707 - Fax	Laredo, TX Martin Field	\$3,500	30,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Store Sale Tent - Major Brand Visibility via On-Site Banner/Placement
L.A. COUNTY FAIR Section 54 Region 5 Marlboro/Concert Name Generation = Incentives = 6 People 12 Hours 1,728 Hours Third Year	9/9-10/2 F= 12pm-11pm S= 12pm-11pm Su= 12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm-11pm Th= 12pm-11pm Showdate: 9/10 Showtime: 8pm	Casaundra Johnson Sales Representative L.A. County Fair & Exposition Complex P.O. Box 2250 Pomona, CA 91769 909/623-3111 909/865-3602 - Fax PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Pomona, CA Fairplex	\$0-Talent	1,200,000	- Marlboro Music Concert - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

2040555168

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 28

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
GWINNETT COUNTY FAIR	9/14-23	Mr. Hugh F. snell	Snellville, GA	\$4,000	400,000	- On-Site Store Sale Activities
Section 23	W= 12pm-11pm	President, Fair Association	County Fairgrounds	[1993-\$4,000]		- Name Generation/Kiosks
Region 2	Th= 12pm-11pm	Gwinnett County Fair				- Major Brand Visibility via On-
Marlboro	F= 12pm-11pm	1547 Fair Oaks Lane				Site Banner/Signage Placement
	S= 12pm-11pm	Snellville, GA 30278				- Store Sale Tent
	M= 12pm-11pm	404/972-4725 or				
Name Generation =	T= 12pm-11pm	404/963-6522				
Incentives =						
6 People						
8 Hours						
480 Hours						
	PM Contact - Jose Fontanez					
Fourth Year	Field Sales Contact - Lance Jones					
	Trade Marketing Director - Ross Webster					
	Trade Marketing Promotion Manager - Beth Egan					
BLACK EXPO USA	9/16-18	Jerry Roebuck	Charlotte, NC	\$9,000	30,000	- Benson & Hedges Blues and
Section 22	S = 11am-10pm	Chairman/Founder				Rhythm Concert
Region 2	Su = 11am-9pm	Black Expo USA				- Brand Ad in Program Journal
		One Georgia Center				- Name Generation/Kiosks
Benson & Hedges/Concert	Showdate: 9/16	600 West Peachtree Street, N.W.				- On-Site Store Sale Activities
	Showtime: 8pm -	Suite 400				- Major Brand Visibility via On-
Name Generation = 3,000	11pm	Atlanta, GA 30308				Site Banner/Signage Placement
Incentives =		404/892-2815				- Store Sale Tent
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
	PM Contact - Jose Fontanez					
First Year	Field Sales Contact - Robert Priddy					
	Trade Marketing Director - Ross Webster					
	Trade Marketing Promotion Manager - Beth Egan					

2040555164

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 29

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
EXPO FAIR	9/16-18	Nick Lugo, Jr.	New York, NY	\$10,000	50,000	- Name Generation/Kiosks
Section 13	F= 12pm-8pm	President	NY Armory;			- On-Site Banner/Signage
Region 1	S= 12pm-8pm	National Hispanic Impact	Park Avenue & 66th St			- On-Site Store Sales
Marlboro	Su= 12pm-8pm	Marketing				- Store Sale Tent
		159 East 116th Street				
		New York, NY 10029				
Name Generation =		212/289-3871				
Incentives =		212/348-4469 - Fax				
People						
Hours						
Hours						
		PM Contact - Jose Fontanez				
Fifth Year		Field Sales Contact - Alan Berlin				
		Trade Marketing Director - Rick King				
		Trade Marketing Promotion Manager - Joe Copeland				
STATE FAIR OF OKLAHOMA	9/16-10/2	Scott Munz	Oklahoma City, OK	\$0 - Talent	1,200,000	- Marlboro Music Concert
Section 34	F= 12pm-11pm	Manager	State Fairgrounds			- On-Site Store Sales
Region 3	S= 12pm-11pm	Promotion and Special Events				- Name Generation/Kiosks
	Su=12pm-11pm	State Fair of Oklahoma				- Major Brand Visibility Via On-
Marlboro/Concert	M= 12pm-11pm	P.O. Box 74943				Site Banner/Signage Placement
	T= 12pm-11pm	Oklahoma City, OK 74943				- Store Sale Tent
Name Generation =	W= 12pm-11pm	405/948-6700				
Incentives =	Th=12pm-11pm					
6 People		Showdate: TBD				
12 Hours		Showtime: TBD				
1,224 Hours						
		PM Contact - Jose Fontanez				
Third Year		Field Sales Contact - Steve Vasquez				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555165

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 30

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
NORTH GEORGIA STATE FAIR Section 23 Region 2 Marlboro Name Generation = 20,000 Incentives = 6 People 8 Hours 480 Hours Third Year	9/22-10/1 Th= 4pm-11pm F= 4pm-12am S= 4pm-12am Su= 4pm-10pm M= 4pm-11pm T= 4pm-11pm W= 4pm-11pm	Todd Miller Manager North Georgia State Fair Cobb County Fair Association P.O. Box 777 Kennesaw, GA 30144 404/423-1330	Marietta, GA 2245 Calloway Road	\$6,000 [1993-\$6,000]	400,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent
VIRGINIA STATE FAIR Section 21 Region 2 Marlboro/Concert Name Generation = 20,000 Incentives = 6 People 8 Hours 534 Hours Fifth Year	9/22-10/2 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm	Keith Hessey Vice President/Fair Manager Atlantic Rural Expo, Inc. P.O. Box 26805 Richmond, VA 23261 804/228-3200	Richmond, VA Virginia Fairgrounds 600 E. Laburnum Avenue	\$0 - Talent [1993-\$0]	500,000	- Marlboro Music Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Program Journal - Store Sale Tent
	Showdate: 9/30	Showtime: 7pm-10pm				
	PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan					

2040555166

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 31

EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MID SOUTH FAIR	9/23-10/2	Sandra Ireland	Memphis, TN	\$20,000	500,000	- Brand Ad in Program Journal
Section 31	F= 12pm-11pm	Mid South	Downtown	[1993-\$20,000]		- Name Generation/Kiosks
Region 3	S= 12pm-11pm	Fair/Libertyland Inc.				- On-Site Banner/Signage
Marlboro	Su= 12pm-11pm	940 Early Maxwell Blvd.				Placement
	M= 12pm-11pm	Memphis, TN 38104				- On-Site Store Sales
	T= 12pm-11pm	901/274-8800				- Store Sale Tent
Name Generation = 20,000	W= 12pm-11pm					
Incentives =	Th= 12pm-11pm					
6 People						
8 Hours						
582 Hours						
Sixth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Tony Johnson				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
ALOHA WEEK FESTIVAL	9/24-25	Janet Hyme	Hawaii	\$12,000		- Name Generation/Kiosks
Section 54	F= 4pm-1am	Executive Director	Mainland Downtown			- Store Sale Tent
Region 5	S= 11am-11pm	Aloha Week Hawaii Inc.				- On-Site Pack Sales Activities
Benson & Hedges		1649 Kalakaua Avenue				- On-Site Banner/Signage
		Suite 204				Placement
		Honolulu, HI 96826				
Name Generation =		808/944-8857				
Incentives =		808/941-4753 - Fax				
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Rick Wilhelms				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				

204055516Z

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 32

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AMIGO AIRSHO	10/1-02	Michelle Luhrs	Fl. Bliss, TX	\$20,000	100,000	- On-Site Store Sales
Section 34	S= 9am-6pm	1014 N. Stanton	Biggs Army	[1993-\$35,000]		- Brand Ad in Program Journal
Region 3	Su= 9am-6pm	Suite 300				- Name Generation/Kiosks
Marlboro		El Paso., TX 79902				- On-Site Stage Signage and Banner Placement
		915/545-2864				- On-Site Store Sale Activities
		915/544-6439				- Co-sponsorship with Oscar Mayer, Kraft General Foods and Miller Beer
Name Generation = 5,000						- Store Sale Tent
Incentives =						
6 People						
8 Hours						
102 Hours						
Sixth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
TEJANO DAY FESTIVAL	10/4	Bernabe Somoza	Roswell, NM	\$3,000	30,000	- On-Site Store Sales Activities
Section 35	Su= 1pm-10pm	Anahuac Entertainment	Rodeo Arena			- Name Generation/Kiosks
Region 3		Corporation				- Store Sale Tent
Marlboro		1900 West Loop South #885				- Major Brand Visibility via On-Site Banner/Placement
		Houston, TX 77027				
		713/629-8590				
Name Generation =		713/629-4707 - Fax				
Incentives =						
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

2040555168

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 33

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 54 Region 5 Benson & Hedges Name Generation = 4,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	10/8-09 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Los Angeles, CA LA Convention Center	\$9,000 [1993-\$5,600]	60,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
DISCOVERY OF AMERICA Section 24 Region 2 Benson & Hedges Name Generation = 5,000 Incentives = 7 People 10 Hours 77 Hours Fourth Year	10/9 Su = 11am-9pm	Eloy Vazquez Executive Director Hispanic Heritage Council, Inc. 4011 W. Flagler Street Suite 505 Miami, FL 33134 305/541-5023 PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Miami, FL Bay Front Park	\$10,000 [1993-\$10,000]	100,000	- Brand Ad in Program - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

2040555169

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 34

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
SOUTH CAROLINA STATE FAIR	10/13-23	Gary Goodman	Columbia, SC	\$12,000	560,000	- On-Site Store Sales
Section 22	Th= 10am-12am	South Carolina State Fair	State Fairgrounds	[1993-\$12,000]		- Name Generation/Kiosks
Region 2	F= 10am-12am	1200 Rosewood Drive				- Brand Ad in Program Journal
Marlboro	S= 10am-12am	Columbia, SC				- On-Site Banner/Signage
	Su= 12pm-8pm	803/799-3387				Placement
	M= 10am-12am					- Store Sale Tent
Name Generation = 20,000	T= 10am-12am					
Incentives =	W= 10am-12am					
6 People						
8 Hours						
486 Hours						
	PM Contact - Jose Fontanez					
Fifth Year	Field Sales Contact - Robert Priddy					
	Trade Marketing Director - Ross Webster					
	Trade Marketing Promotion Manager - Nick Camfield					
NORTH CAROLINA STATE FAIR	10/14-23			\$10,000	300,000	- On-Site Store Sales
Section 22	F=					- Name Generation/Kiosks
Region 2	S=					- On-Site Banner/Signage
Marlboro	Su=					Placement
	M=					- Brand Ad in Program Journal
	T=					- Store Sale Tent
Name Generation = 15,000	W=					
Incentives =	Th=					
6 People						
8 Hours						
486 Hours						
	PM Contact - Jose Fontanez					
First Year	Field Sales Contact - Robert Priddy					
	Trade Marketing Director - Ross Webster					
	Trade Marketing Promotion Manager - Nick Camfield					

2040555170

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 35

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 24 Region 2 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	10/15-16 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Ft. Lauderdale, FL	\$9,000 [1993-\$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
ARIZONA STATE FAIR Section 52 Region 5 Marlboro/Concert Name Generation = Incentives = 6 People 12 Hours 1,296 Hours Fifth Year	10/20-11/6 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm Showdate: 10/20 Showtime: 7pm-10pm	Martin Dickey Director of Marketing Arizona State Fair P.O. Box 6728 1826 W. McDowell Road 602/252-6771 602/495-1302 - Fax PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Phoenix, AZ Fairgrounds	\$0 - Talent [1993-\$100,000]	938,073	- Marlboro Music Concert - On-Site Store Sales - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

1715550402

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 36

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PERFECT COMBINATION	10/22	Henry Cardenas	New York, NY	\$100,000	18,500	- Marlboro Music Hispanic
Section 13	S= 8am-1am	Cardenas/Fernandez &	Madison Square	[1993-\$100,000]		- Name Generation/Kiosks
Region 1		Associates Inc.	Garden			- Brand Ad in Program Journal
Marlboro/Concert	Showtime: 8pm	1254 North Wells				- Major Brand Visibility Via On-Site Stage Signage and Banner Placement
Name Generation = 7,000		Chicago, IL 606010				- Retail Ticket Offer Program
Incentives =		312/944-7272				
20 People		312/944-7710 - Fax				
6 Hours						
140 Hours						
Second Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Alan Berlin				
		Trade Marketing Director - Rick King				
		Trade Marketing Promotion Manager - Joe Copeland				
BLACK EXPO USA	10/28-30	Jerry Roebuck	Richmond, VA	\$9,000	40,000	- Benson & Hedges Blues and Rhythm Concert
Section 21	S = 11am-10pm	Chairman/Founder	Richmond Center	[1993-\$5,600]		- Brand Ad in Program Journal
Region 2	Su = 11am-9pm	Black Expo USA				- Name Generation/Kiosks
Benson & Hedges/Concert	Showdate: 10/28	One Georgia Center				- On-Site Store Sale Activities
Name Generation = 3,000	Showtime: 8pm -	600 West Peachtree Street, N.W.				- Major Brand Visibility via On-Site Banner/Signage Placement
Incentives =	11pm	Suite 400				- Store Sale Tent
6 People		Atlanta, GA 30308				
11 Hours		404/892-2815				
132 Hours		404/892-8612 - Fax				
Second Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Terry Hanson				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

2040555172

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 37

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LIGHT UP ORLANDO FESTIVAL Section 24 Region 2 Marlboro Name Generation = 5,000 Incentives = 6 People 8 Hours 54 Hours Fifth Year	11/12 S= 4pm-12am	Buffy Paulauski Executive Director Light Up Orlando Inc. 25 S. Magnolia Avenue Orlando, FL 32801 407/648-4010 407/648-5187 - Fax	Orlando, FL Downtown Orlando	\$15,000 [1993-\$15,000]	100,000	- On-Site Store Sales - Name Generation/Kiosks - On-Site Stage Signage and Banner Placement - Brand Ad in Program Journal - On-Site Store Sale Activities - Main Stage Signage - Store Sale Tent
BLACK EXPO USA Section 31 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	11/19-20 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Kansas City, MO	\$9,000	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

2040555173

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

PAGE 38

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
ALAMODOME BAILE TEJANO	12/3	Glenn Smith	San Antonio, TX	\$75,000	100,000?	- Marlboro Music Hispanic Concert
Section 36	S= 2pm-10pm	Glenn Smith Presents, Inc.	Alamodome	[1993-\$75,000]		- Brand Ad in Program Journal
Region 3		P.O. Box 700608				- Name Generation/Kiosks
		San Antonio, TX 78270				- Major Brand Visibility via On-Site Banner/Signage Placement
Marlboro/Concert	Showtime: 2pm -	210/438-3800				- On-Site Store Sale Activities
	10pm	210/438-3850				- Store Sale Tent
Name Generation = 15,000						- Co-sponsorship with Miller Beer
Incentives =						
20 People						
8 Hours						
160 Hours						
	PM Contact - Jose Fontanez					
Second Year	Field Sales Contact - John Love					
	Trade Marketing Director - T.C. Richards					
	Trade Marketing Promotion Manager - Nick Camfield					

2040555174